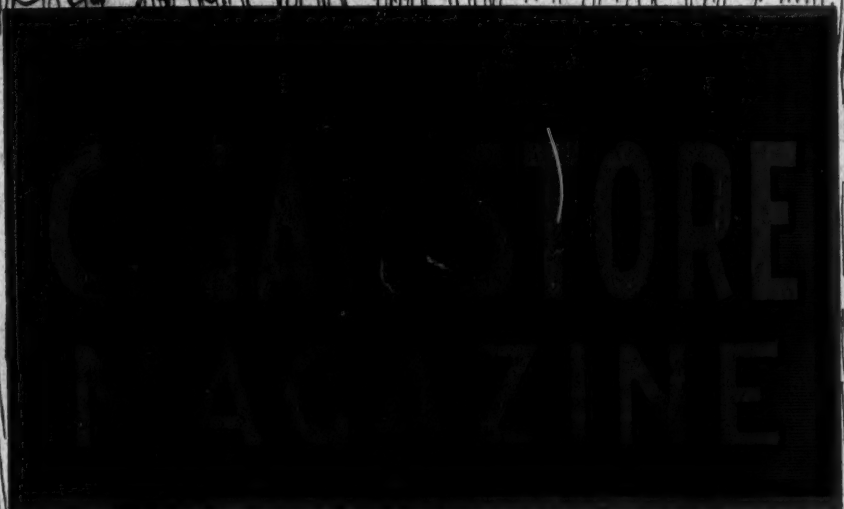


City of New York

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THE CIGAR STORE MAGAZINE CO.
TIMES BUILDING, NEW YORK.



*Immediately become the leading brand wherever
introduced. Nothing finer made in cigarettes.*

The Ellis-Deering Co.,

MAKERS,

1504 Avenue A,

NEW YORK.



Ms. A. 9. 2. 20-28

THE NEWEST TURKISH CIGARETTE

ABSOLUTELY NON-POISONOUS.

GOLD and SILVER.

The latest invention in Cigarette Wrappers is a wrapper

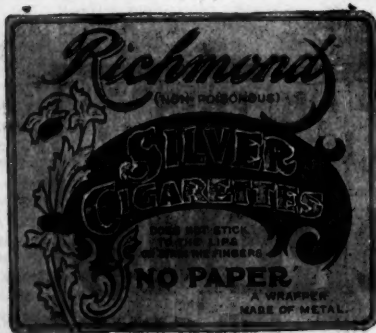
Made of Precious Metal.

It overcomes the disagreeable odor caused by the burning of the paper in the common cigarette and leaves nothing but the full bouquet and aroma of the tobacco. The smoker experiences no unpleasant taste, nor throat irritation. The cigarette will not stain the fingers as the wrapper



A Scientifically Pure Wrapper

Price 25c.



Price 20c.

contains no carbolic acid, which is a necessary element in the manufacture of all paper. The ashes will not drop off, as they remain encased in the metal, and the cigarette will not stick to the lips.



The tobacco is the finest grade of Turkish ever imported into the American market, and is perfectly blended by one of the best experts in this country.

Richmond ^{Gold AND Silver} Cigarette Co.

—INCORPORATED—

GENERAL OFFICES: 213-215 West 20th Street, New York.

VOLUME V.

NUMBER 1.

The Cigar Store Magazine.

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OH! THIS
IS GREAT!
THIS
CREMO
THE
BEST **5 CENT**
CIGAR.

ACKER,
MERRALL
& CONDET,
N. Y.

Sold by
leading dealers.

Please mention THE CIGAR STORE MAGAZINE to advertisers.



B. SHARP,
HIGH-GRADE
Cigars,
10 COMFORT ST.,
Goldton, Cal.

EXACT SIZE, 1 1/8 X 1 1/8 INCHES.

YOUR NAME ON
1000 GUMMED FREE
LABELS

With a Year's Subscription to

The Cigar Store Magazine \$1.

**JUST
HOW
THEY
LOOK**



Y. D. WAKE,
DEALER IN
FINE CIGARS
1000 PURCHASE ST.,
Priceville, Ok.

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

Quantity and Quality at Lowest Prices.

A Year's Subscription to The Cigar Store Magazine with	1,000 Gummed Labels, \$1.00	
3,000	" "	2.00
6,000	" "	3.00
10,000	" "	4.00

SEND CASH WITH ORDER. STAMPS ACCEPTED.

The less reading a label contains the better it will look. Write plainly, giving full address and order to-day.

**THE CIGAR STORE
MAGAZINE CO.,**
TIMES BUILDING, NEW YORK.

WE REFER TO ALL COMMERCIAL AGENCIES, AND BANKS AND EXPRESS COMPANIES IN NEW YORK.

SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

The Only Magazine Issued Solely in the Interests of the Retailer and His Customers.

Thousands of the most successful retailers the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

We solicit the subscription of every intelligent cigarman in the land.

May we not have yours?
Read What Others Say.

"The best publication in the trade,"
L. W. COON, NEW YORK.

"My customers find it interesting and prefer it to any other trade paper," M. GROSSMAN, NEW YORK.

"It is always full of valuable and timely suggestions and I prize it very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOLMAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROSENBAUM, NEW YORK.

"We got stuck on it and consider it a bargain,"

H. C. WILD & CO., KANSAS CITY, MO.

"Your valuable suggestions on window dressing doubled our sales last week,"

PETERSON BROS., BUFFALO, N. Y.

"The best investment I ever made,"

LOUIS SMIES, CRIPPLE CREEK, COL.

"No cigar store complete without it, ideas enough in a copy to last a month," D. PROWLER, NEW YORK.

And hundreds of others from all classes of cigarmen.

I. HUSTLE,
CIGARS
AND
TOBACCO,
Blissville, Me.

ANDY SMART'S
Smoke Shop,
17 Prosperity Ave.,
COR. PLEASANT ST.
DOLLARSTOWN, U. S.

Henry Clay and Bock & Co.

— LIMITED —

The Havana Cigar and Tobacco Factories, Limited, Havana, Cuba.

PAID UP CAPITAL, \$7,000,000 GOLD.

CIGAR FACTORIES:

Henry Clay, Bock & Co., La Intimidad, La Espanola, La Corona, Estrella, La Rosa de Santiago, La Flor de Naves.

Annual Output....Over 85,000,000 Cigars.

CIGARETTE FACTORIES:

Henry Clay, Bock & Co., La Espanola, La Legitimidad, La Honradez, La Corona, La Hidalquia, El Comercio.

Annual Output....1,200,000,000 Cigarettes.

ADDRESS ALL COMMUNICATIONS TO

FERDINAND HIRSCH, 32 Broadway, NEW YORK.

Cable Address: "CLAYBOCK," New York.

Sole Representative for the United States and Canada.

LONDON OFFICE:

Dashwood House, 9 New Broad St.

HAVANA OFFICE:

94 O'Reilly.

CELESTINO PALACIO & COMPANY



KEY WEST HAVANA CIGARS.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

THE CIGAR STORE MAGAZINE

THE ONLY MONTHLY MAGAZINE ISSUED SOLELY IN THE
INTERESTS OF THE RETAILER AND HIS CUSTOMERS.

VOL. V.

NEW YORK, JULY, 1900.

No. 1.

WINDOW DRESSING AND STORE ADVERTISING.

OF course, it is hot and the average cigar dealer feels very little like over-exerting himself in a close and stuffy window in order to fix up an attractive display, but the fact remains however, that men smoke as much in the summer time as they do in winter, therefore your show window—which is the magnet that draws trade into your store and puts money in your till—should be looked after in a proper manner, and always kept neat and clean.

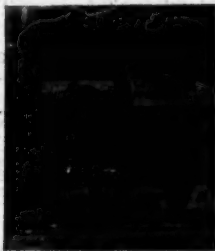
Do not put too many goods into your window. A few choice goods well displayed, with an appropriate price card or bulletin, is much the wiser plan, and it will prove much more effective. Besides, it will not take so long to arrange.

An old idea, but still a good one, is to make use of an electric fan in the show window, which may be concealed behind a pile of cigar boxes. A small American flag of silk can then be placed in front of the fan, in full view of passers-by, and the breeze from the fan will keep the flag in motion and attract considerable attention.

Or, the electric fan can be placed in full view and a number of light cigar

ribbons attached to the wire guard or frame in such a manner that they will act as so many streamers and be kept constantly in motion whenever the fan is in operation. Something moving in a window always attracts attention, and the breeze from the fan will also suggest a cooling thought to those passing the store.

The accompanying engraving is made from a photograph of a window display in one of New York's leading



TWO NEAT SIGNS.

cigar stores, and which illustrates two neatly lettered signs or bulletins. There were also several other price cards and manufacturers' advertising cards in this same window. If the cigarman would stop to think for a

moment, he would undoubtedly realize the fact that not one smoker in a hundred would stop to read all the announcements in this window. As we have repeatedly urged and suggested in this department, one price card or announcement in a well arranged window, will prove by far the most effective—for the simple reason that it is most likely to be read.

An idea for a bulletin, which can be used to good advantage, not only in New York, but in cities wherever the ice trust has been heard of lately, and which would undoubtedly have some little effect, whether the dealer has ice wagon cigars or not, is as follows:

KEEP COOL

TRY OUR
ICE
WAGON
CIGARS

5c. PIECES

Some very neat and catchy bulletins are seen in the windows of the cigar store at the corner of 116th St. and 2d Ave., the latest of which appeared a few days ago. It read:

WOULDN'T IT JAR YOU

TO FIND YOU
HAD BEEN SMOKING
A POOR CIGAR
WHEN YOU CAN

BUY THE
ORIOLE FOR 5c.

Should the retailer desire to not push any special brand, we would suggest the following idea for a general

announcement, which is short and to the point, and if properly carried out in a well lettered bulletin it will have the desired effect. Several brands of cigars, of various sizes, could be tied to the card, with cigar ribbons, and add to its attractiveness.

A GOOD CIGAR



AT ANY PRICE
YOU WANT TO PAY
IS YOURS FOR
THE ASKING
HERE.

During the fly season, fly poison in saucers, sticky fly paper, etc., is frequently noticed in many cigar store windows, in an attempt to free the window from the little pest. Anyone who will consider the matter a moment, can but admit that the practice is quite unwise, for the reason that such a display in the show window will keep many customers out of a store rather than attract them, and in the case where poison is used, the accumulation of dead flies, dust and dirt which is usually in evidence, should be carefully avoided. The remedy is simple and costs but a trifle. In case a window is not wholly encased in glass so that flies cannot get into it, a few yards of mosquito netting can be purchased for a few cents and suspended from the ceiling, so as to shut off the entire back of the window from the store.

The netting comes in several good colors, and can also be used to good advantage in decorating and protecting the gas fixtures, which otherwise will become specked by the flies. A paper of small tacks and a few minutes'

time will enable the retailer to exclude all flies from the window, and also keep out considerable dust from the goods displayed therein.

A hot weather sign, which can be worked up to suit the needs of the average retailer, might read something as follows:

IT'S TOO HOT
TO TALK POLITICS.
OUR
WINNER
10c. CIGAR
IS A
COOL PROPOSITION.

Here is another short one, the catch line of which is already well known, and the announcement ought therefore to be productive of good results:

YOU'LL GET ALL
THAT'S COMING
TO YOU
IN ONE OF OUR
SWEET CLOVER
5c. SMOKES.

A coupon is being given to each purchaser of a 5c. cigar by the Manhattan Cigar & Tobacco Co., 2156 8th Ave., New York, forty of which are exchanged for a handsome folding bill pocketbook. This is only one of the many schemes used by this progressive concern.

"My new boss is color blind."

"How so?"

"He never noticed the cigarette yellow on my fingers."

The Poor Cigarette.

THE noxious cigarette—that sweetish, effeminate, odoriferous little disturber of public happiness—has again bobbed up for its periodical dose of abuse, suspicion and contumely. But it will live through it. It always does.

Again we will accuse it of filling the lunatic asylums and of containing opium, jimson weed, belladonna, glycerine, sugar, atrophine and hyoscamine, just because the poor little persecuted thing smells like old rags burning in a sugar barrel and looks harmless.

Three years ago we took a whack at it, but the elusive thing proved an alibi, with such witnesses to testify to its good character as C. L. Kinnicott, city chemist of Chicago; Professor H. W. Wiley, chief chemist of the United States Department of Agriculture, and Professor Willis G. Tucker, analyst of the New York Board of Health, all of whom testified that a cigarette, as sold in '97, was nothing but 1.0926 grams of mild tobacco, encased in .038 grams of rice paper, and that it had no injurious effects whatever upon the body or mind of man. They said nothing about dudes, but it is supposed they were roughly classed with men.

Nevertheless, we cannot but notice that most cigarette devotees are thin, pimpled and weak; that their breath smells constantly of dead and gone cigarettes, and that our lunatic asylums are still peopled with cigarette smokers.

Therefore we will institute another crusade against the dealer and the smoker, and pamper to the manufacturer, for this is a little way we have.

Then we will rest for another three years.—Chicago Democrat.

The Alphabet.

Ah, what a stretch of time it takes.

To learn our letters through;

We start in life with A B C,

And end with I O U.—Life.

Girls in a Smoking Car.

PASSENGERS on the Portland express for Boston recently were treated to a spice of novelty during their trip, when two rather daring young women boarded the train at Lawrence, and, entering the smoking car, proceeded to enjoy the comforts of traveling just like the men, by puffing at cigarettes all the way to Boston.

Their entrance to the smoker did not occasion any remark, but when, in response to the admonition of a rather patriarchal passenger in a rear seat that "This is the smoking car, ladies," one turned to her companion with the remark, "You see, we have to be told," heads were generally turned in the car.

Nothing abashed, however, the young women occupied a card section, one facing the locomotive, the other the rear, and the table intervening. Then off came their gloves, and out came a package of all-tobacco cigarettes. A hasty examination of skirt pockets developed a lack of matches, but the aforesaid patriarchal passenger came promptly to the rescue with the proffer of a "light," which was accepted with thanks. Then they puffed and puffed, whirling their circle of smoke as gracefully through the dense atmosphere of the car as did their more experienced brethren.

The shock to the male passengers may well be imagined. For 15 minutes there was a universal turning of heads and walking through the car to secure a glimpse of the unusual spectacle; but at Lowell Junction excitement had abated, only the trainmen about the depot, who had been "tipped off" by men on the express, evincing any interest.

From Lowell Junction to Boston the young women smoked in undisturbed tranquility. They gave one evidence of feminine modesty, however—they would not sit squarely in the seats, but inclined their bodies toward the windows, so that their backs were toward

the aisle. They were fairly well dressed, not at all ostentatiously, and, barring their location and their cigarettes, would have passed unnoticed. In fact, their conversation gave evidence of refinement. From Lowell Junction on only the train boy paid attention to them, and this consisted of putting his box of cigars on the table between them and then shouting: "Fine s-e-e-gars; choice Havana smoke!" Only looks of disdain, however, gave evidence that his suggestive announcement was heard.

When the train pulled into the union station there was much anxiety shown by the men in the smoker to view the daring girls, and, instead of leaving by the front door, the rear one was chosen. As the file of men passed through the aisle, one of the young women remarked to her companion: "Well, here we are in Boston, and we have won our wager."

A Historic Tobacco Box.

THE Westminster tobacco box, in connection with which some festivities took place recently, has an interesting history, says the London Globe.

In 1713 a horn tobacco box, worth about fourpence, was presented to the "Past Overseers' Society." Every year for close upon two centuries silver inscription plates have been added to the box, which has grown from a size of 3 x 5 inches to a width of 2 feet and a height of 30 inches. In weight it has increased from a few ounces to over 100 pounds.

Each year the outgoing overseer hands to his successor the box, the Burgess' loving cup, and other treasures of the ancient city of Westminster, now about to be restored to old dignity.

"Do you use tobacco in any form?" asked the bishop of the applicant for work.

"No, sor," replied Pat. "I smoke storgies."—*The Butler.*

A Rome Cigar Store.

THE accompanying halftone illustration shows but a part of the handsome interior of H. H. Cogswell's up-to-date cigar store at 105 N. James St., Rome, N. Y., which was established in 1888 by its present proprietor, and is to-day one of the leading stores in that section, having enjoyed an annually increasing trade.

The store is 15 feet wide by 25 feet deep, and this spring Mr. Cogswell had the interior entirely refitted and re-

stone, Old Times, Peter Schuyler, Lew Wallace, Napoleon, and several local 10c. brands.

In 5c. goods Mr. Cogswell makes leaders of Portuondo, Seminola, Red Crown, Gen. Slocum, Great American Republic and Extra Dry Cigars. All the leading and popular brands of tobaccos, American, Turkish and Egyptian Cigarettes, with a large and varied assortment of pipes and smokers' articles, is also carried in this well regulated store.



H. H. COGSWELL'S CIGAR STORE, ROME, N. Y.

furnished in quartered oak cases, fixtures and wall cases, made by John Hoffman Co., Rochester, N. Y., which are modern in every way and equipped with the latest moistening apparatus.

Among the stock carried are imported Garcias in several sizes, Gatos, El Progreso, DeWitt, Clinton, Mi Favorita, La Fernandina, La Patrica, La Belle Senora, and Henry Clay Key West Cigars, also Robt. Burns, Black-

Mr. Cogswell, whose picture is shown in the centre of the photograph, is quite popular and a hard worker, and attends strictly to business, to which he attributes his success. In the back ground is shown his son, Wager, who is developing into an up-to-date cigarman and has many friends among the younger trade, through his courteous manners and ability to please customers.

The Fallacy of Doctored Cigars.

"**B**ECAUSE cigarettes are said to contain an admixture of certain drugs which are believed to be deleterious to health," said a Washington dealer in tobacco, "many benevolent ladies and well-intending gentlemen, the latter in all probability having never cut open, much less smoked, a cigar in their lives, think that the small roll of leaf so dear to the hearts and purses of other men is loaded with all sorts of inflammable and dangerous materials.

"As a matter of actual fact cigars are, as a rule, made of pure, good tobacco, free from any 'doctoring' processes or manipulations which add to the already sufficiently poisonous qualities of the active principle of tobacco—nicotine. There is enough of the narcotic in that element.

"The so-called 'doctoring' is largely a matter of popular fiction. The real leaf of the tobacco is too cheap to attempt to palm off a smoking substitute. The poorer grades of the weed are rank enough with adulteration. The cigars put on the market nowadays are vastly superior to those smoked by men some years ago, and especially is this true of the domestic leaf, which, by improved cultivation and quality of the seed, and advanced methods of curing, packing and handling, has undergone a change in keeping with the times. Beyond a slight sprinkling of innocuous flavoring extract, to enhance the aroma, as perfume on a handkerchief, cigars of today are 'straight goods.' More than ever do men call for a certain brand, even in the cheaper and nickel grades, and it is oftentimes difficult to get them to adopt a new one which we wish to introduce to the trade.

"Several brands of nickel cigars are made from the clippings of a higher priced cigar. There are as many grades of tobacco as of woolen goods. Some men don't know this. Some men don't know the difference between a Connecticut and an Havana

cigar and never will. In fact, the ignorance of some men about tobacco is conceived of only by those who deal in it. They are worse than some women buying dry goods—some men; not all. These men are great bores, as other men of observing bent of mind must notice, when the first kind are explaining to us what they think they know about tobacco when made in the form of a cigar.

"In smoking tobaccos there is a great deal of admixture of different kinds of leaf, but it is tobacco leaf all right. The finest grade of smoking leaf comes from Henry County, N. C., and I include plug chewing tobacco in this grade. It is a beautiful golden green color, of exquisite flavor, so fine that it is almost exclusively used as a 'mixer' to give grade, flavor and appearance to inferior qualities. There is something in the soil of that county which produces this leaf, for it is found nowhere else in the United States, and it brings the highest price. Smokers will recognize these tiny golden flecks among the darker grains in their boxes of high-grade smoking tobacco. The manufacturers of plug tobacco gild, as it were, the outer surfaces with this golden green leaf, and it is very attractive to the eye of chewers. The interior of the plug will be composed of other and darker grades.

"It is in the making of plug tobacco that the 'doctoring' processes come in more than in any other form of tobacco. Plug tobacco is made 'sweet' by adding a proper proportion of molasses in the preparation of the plug, according to the grade. Some plug grades are very sweet and strong. A special grade is made for the United States navy, and it is very strong. Most chewers prefer the sweet plug, but some will chew only the dryer kinds. I have heard it said that if chewers could go through a plug tobacco factory, they would be less inclined to indulge in their habit. A bakery is often a dirty place and so is a candy factory. Places where things are 'made' are usually more or less

filthy, and plug tobacco factories are no exception to the rule. Restaurant kitchens will turn the strongest stomach, while the kitchen in a man's own house is a place to be avoided just before and after meal time.

"Down in St. James County, in Louisiana, they grow a quality of tobacco known as 'Louisiana perique,' which is as black as your hat and the strongest grown in this country. Two ounces of the real stuff will bring up to a good standard a pound of a milder grade of inferior tobacco. If this tobacco were to be smoked clear, it would make a man intoxicated from the powerful nicotine. It is almost as strong as opium.

"The demand for cigars and tobacco of all kinds is on the increase. Men smoke much more than they did, and they certainly chew a greater quantity of plug. Long cut, while still selling, does not compare with the other."

The Cigarette Fiend Won.

It was field-day for the Cook County (Ill.) Anti-Cigarette League. The boy members of the league had turned out en masse. A dozen or more of the youngsters were entered for a fifty-yard dash, and the assistant superintendent of the league stood ready to give the signal, when a stunted street urchin, with a cigarette between his teeth, pushed his way through the crowd.

"Wot's dis?" he asked, addressing the starter.

"This is a fifty-yard dash for boys under 15 years," was the reply, "and just to show people that you cannot win, because you smoke cigarettes, I will let you enter."

The last comer threw his stub to one side and lined up with the other boys. They started, and the street lad won the race and a loving-cup. Score one for the cigarette fiend!

The advertising of reliable firms only appears in THE CIGAR STORE MAGAZINE.

The Tobacco Bug.

A SOURCE of great annoyance not only to cigarmen throughout the country, but also to cigar and tobacco manufacturers, growers and dealers of all products of tobacco leaf as well, is the small insect (*Lasioderma Serricorne*) commonly called the Tobacco Bug or Cigarette



UNDER A 15-POWER GLASS.

Beetle, which some say has a special fondness for the paper wrapped cigars. However, there are very few dealers but that have found the little pest in the best cigars, for as a judge of good tobacco he is an expert, and is very seldom found in the cheaper grades.

In making an investigation of the bug the experts of the Department of Agriculture assert that among the many insects injurious to cured tobacco, none approach, in economic importance, this species. The common name of this insect is more or less of a misnomer, owing to the fact that the bug feeds on so many different substances. He not only likes tobacco, but extends his appetite to cayenne pepper, ginger, rhubarb, rice, figs, yeast cakes, and prepared fish food, and is also partial to ergot and turmeric and dried plants prepared for the herbarium.

In size, the average bug is about one-half as large as the head of a pin,

while as to color, it is a reddish dark brown. The



accompanying illustration (a) shows the larvæ, (b) the pupa, and (c) the beetle, all of which are highly magnified.

Many complaints are received by the manufacturers of cigars and tobacco, regarding the ravages of this bug, and

the manufacturer is blamed many times when he is entirely innocent, owing to the fact that the egg is deposited on the leaf before it is made up, and is so small that it would require a powerful magnifying glass to see it. Working as it does in all kinds of tobacco, and living in that substance in all stages of its existence, this bug damages cigarettes and cigars principally by boring and eating his way out of it, making round holes in the wrappers, so that they will not "draw." A package of cigarettes is herein illustrated, which shows the many holes in the wrappers. Leaf tobacco is ruined for wrapping purposes by being punctured with holes made by both the larvæ and the

etc., a saucerful of the carbon may be placed therein over night, which will be sufficient time to rid them of the beetle.

When the cigarette bug has once gained a foothold in a factory, it is a matter of considerable time, expense and energy to get rid of it, and at the same time it is as much as the reputation of the factory is worth to allow goods to go out upon the market containing the insect in any form. Boxes or piles of cigars or cigarettes should be displayed in stores only in tightly closed cases. This precaution is more important during the summer months and late in August and September, than at any other time of the year. This beetle is also found in many drug stores during the summer. The carbon treatment should be made for its extermination.



A BUG INFESTED PACKAGE.

beetles, and fillers and fine cut are not only depreciated by the reduction of their substance by the actual amount consumed by the larvæ, but are usually a total loss. Cigars and cigarettes infected by the bug have a very distinct and disagreeable odor. The cigarmen should guard against letting such goods leave the store.

As a protection for the shop-keepers against the ravages of this pest the government experts recommend the fumigation of the stock of the establishment with bisulphide of carbon. Where the infection is confined to show cases containing tobacco, cigars,

Metropolitan Meanderings.

E. A. KLINE & CO., manufacturers of clear Havana cigars, are the busiest they ever have been, and although Max Schatz has been in town for the past few weeks, their mail orders have been very heavy, and the factory at 244 E. 75th St., New York, is a veritable beehive of activity. Symphonette, their late 5c. brand of clear Havana goods, has caught on in good shape and is making a most enviable record.

Price Bros., 315 3rd Ave., have refitted their store, painted the front, added new wall cases and in other ways improved the appearance of the store. This will attract a more desirable class of customers, and eventually be returned to them many times over.

M. W. Levy is doing effective work for the Metropolitan Tobacco Co. He is thoroughly familiar with the needs of the trade and is well liked.

Chas. Hugershoff, 3254 3d Ave., is making a special push on his "Pride of the Bronx" cigars and meeting with satisfactory results. Mrs. Hugershoff is in charge of the store.

Peter D. Pinke, 1170 3d Ave., has painted and redecorated and refitted his store, which with the new show cases gives an added charm to the well displayed stock.

W. Lehr has removed from 1206 Lexington Ave. to Madison Ave. and 112th St., and has added a new and complete line of cigarettes and pipes.

A. Kovitz is now at 520 Willis Ave., with a complete line of high grade cigars. The fixtures are of quartered oak, and were specially made and designed for the store.

Since the many changes and enlargement of the factory of John W. Merriam & Co., 135-137 Maiden Lane,

Ave. He is quite energetic, and will no doubt do well.

Geo. Sessler, 442 1st Ave., believes that a tax of \$100 a year should be imposed upon all storekeepers handling cigars, tobaccos, etc.

I. Zins, 656 3d Ave., is one of the few pipe makers in New York. He is an expert and has a complete outfit, and during the course of business has repaired everything from a "Corn Cob" to the finest meerschaum.

M. Berg is doing effective work in New York on the Robt. Burns Cigar, for Geo. L. Storm & Co., 24 Murray St.

W. H. Carr is the new cigarman at



THE WELL KNOWN EL SYMPHONIE LABEL.

New York, the business is moving in a most satisfactory manner, and it is a case of hustle to keep up with their orders. Ellen Terry is the latest brand of this well-known concern, which with Henry Irving and Baron de Kalb, make three of a kind hard to beat.

An unusually neat cigar store is that of Mrs. J. Dieckman, at 41 8th Ave. Well arranged and natty displayed windows are evidence of her ability, and prove that a woman can conduct a cigar store successfully. Gato's goods and La Elegancia are reported good sellers.

M. Kahn, is a new comer at 589 9th

1032 6th Ave. A fine and well displayed line of clear Havana and imported goods is carried in stock.

"The Anawanda" Cigar Store, Louis Cannaviello proprietor, succeeds A. J. Smith, at 342 2nd Ave.

Frank J. Briggs, Jr., 1991 Broadway, started in his present location two years ago, and by diligent efforts and strict attention to business has built up a profitable trade. Robt. Burns and Henry the Fourth are two of his profit bringers.

Henry G. Alces, manager of the cigar department of Wm. A. Leggett & Co., Hubert and Hudson Sts., New

(Continued on page 16.)

THE CIGAR STORE MAGAZINE

THE ONLY MONTHLY MAGAZINE ISSUED
SOLELY IN THE INTERESTS OF THE
RETAILER AND HIS CUSTOMERS.....

BY

THE CIGAR STORE MAGAZINE CO.,

TIMES BUILDING, 41 PARK ROW,

TELEPHONE, 3707 CORTLANDT,

NEW YORK CITY.

Issued the first of every month, \$1.00 a year, payable in advance. Subscriptions may begin at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE CIGAR STORE MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way. When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

All manuscript should be accompanied by stamps for return—otherwise we will not be responsible for same.

ADVERTISING rates furnished upon application. ENTERED at the New York Post Office as second-class mail matter.

NEW YORK, JULY, 1900.

Some folks say that smoking is a bad habit, but the sale of cigars isn't going to stop on that account.

Any suggestions our readers may have to make will be carefully considered. Send in your ideas, and if you don't see what you want, ask for it.

Again we find it necessary to call the attention of publishers to the fact that the contents of each issue of THE CIGAR STORE MAGAZINE is fully copyrighted. Give us proper credit, and stop stealing.

We should be pleased to receive the name and address of any of your friends in the trade, whom you think might be interested in THE CIGAR

STORE MAGAZINE, that we may send them a specimen copy.

Should you receive a specimen copy of THE CIGAR STORE MAGAZINE, we trust you will look it over carefully and kindly favor us with your subscription. Remember that 1,000 gummed labels of any name, etc., are given as a premium with a year's subscription at \$1.00. They will effectively advertise your store and increase your business.

Very little moisture is required during the summer months to keep a stock of cigars in proper shape, and in some sections of the country, where there is considerable humidity in the atmosphere, it is unnecessary to make use of any artificial means. It is therefore wise to watch the stock carefully for the next few months.

It is now nearly four months since the beginning of the strike of the New York cigarmakers. Surely it's a nice vacation and they will probably keep it up during the balance of the summer, or as long as the other cigarmakers throughout the country are foolish enough to continue to pay them a few dollars a week.

With this issue THE CIGAR STORE MAGAZINE commences its fifth volume, which will be completed in December of this year. Future issues of the Magazine will be still further improved, as in the past; and early in the fall it will consist of many pages more of choice reading and advertising, profusely illustrated throughout, and in keeping with our constant efforts to please our readers and give them the best publication in the trade.

The best way to keep your credit good is to not ask for it. Always take advantage of cash discount when you possibly can; it is the interest you save by paying your bills prompt-

ly. If you cannot pay your bill when it becomes due you should immediately advise your creditor, remitting part payment if possible, and asking extension on the balance, and if you are dealing with a good business house your request will be cheerfully complied with. Always keep your promises, or make timely explanation if you cannot. Make it a rule to protect a draft unless it is absolutely impossible to do so, as there should be no occasion for returning a draft unpaid; you should protect your credit on this point by asking an extension at or before the time when the bill matured. By observing these pointers you will build up a commercial rating which will be a source of pride to you, and a safeguard against reverses in the future.

In Nicotina.

Oh! she was a gay little cigarette,
And he was a fat cigar.
And side by side, on a tabouret,
They stood in a ginger jar.

Tho' nary a word could I understand,
(For they chattered in aotobac),
Yet wonderful things I am sure they
planned;
Like lovers all do—alack!

To-day she's a sad little cigarette,
For gone is her brave cigar,
And all alone on the tabouret
She stands in the ginger jar.

* * * * *
Ah! love is a marvelous thing, 'tis true
And many a fault 'twill cloak—
But often it ends, as the dream of these
two,
In nothing at all but smoke.

—Life.

Queries Answered.

WE desire our readers to make free use of this column, whether they are subscribers or not, and will endeavor to answer all queries promptly. Answers will be sent by mail when

stamp is enclosed, and will not be printed herein when so requested.

G. S.—Answering your query, you are advised that the address of the Mediterranean Tobacco Co., is 211 E. Broadway, New York.

J. P. W. A.—Army Bouquet is one of the brands of M. A. Kreilsheimer, 420 E. 59th St., New York, operating under factory No. 59, 3d Dist. of New York.

S. B.—B. & H. Shakespeare Cigars are manufactured by Bogert & Heydon, 204 Franklin St., New York.

A. J. M.—Factory No. 1054, 3d Dist. of New York, is operated by E. M. Schwarz & Co., 73rd St. and 2d Ave., New York.

T. C. A. R.—An article on Perique Tobacco appeared in our August, 1899, issue, and an interesting paper on the same subject also appears in this issue.

N. B.—On another page you will find an article on the subject mentioned, that answers all your queries fully.

D. & G.—As yet we have been unable to learn the name of the manufacturer of the Monkey Cigar Lighter and Cutter. Should we secure the information later, will advise you.

What Others Say.

GUTHRIE, OKLAHOMA.

THE CIGAR STORE MAGAZINE:

Please find enclosed \$1.00 for a year's subscription of your celebrated *Cigar Store Magazine*. I find upon receipt of one copy that no tobacco retailer can afford to be without it.

Yours respectfully,
H. W. ROBARE.

NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

I wish to state to my fellow cigar retailers that *The Cigar Store Magazine* is the cleanest and brightest magazine I know of.

Truly yours,
A. BLUM.

(Continued from page 13.)

York, has been making a special strong push on Red Book 5c. Cigar and doing a rushing business. Red Book is the latest brand of the well-known firm of B. Newmark & Co., manufacturers of high grade cigars, 417 E. 76th St., New York, which is being advertised effectively as "the wonder of the century."

Abraham Laredo, late of the firm of Cordero & Co., died on the 19th ult. from rheumatism of the heart. The Union and Peace Society, of which he was a member, took charge of the funeral.

Through a typographical error it was stated last month that Max Bokatt had purchased the cigar stand at 36 Church St., New York. The number should have been 26 Church St., as L. T. Braman has the neat little store at 36 Church St., and does not contemplate giving up such a profitable location.

M. Namias, 92 University Place, has established and built up a very neat little business in the short two years he has been located at the above address, and is now making money. The first few months were discouraging, but pluck, perseverance and patience won out in good shape. A fine assortment of cigars, tobaccos, cigar-ettes, etc., is carried, and he now caters to the best trade in that section.

La Vista de Havana and La Vos de Cuba, two of the brands of the De La Criolla Cigar Co., 81 Bleeker St., New York, are now being packed in boxes of 25 for the benefit of their trade, and some very choice orders have recently been received from the West.

Mistook the Move.

TWO men in an automobile one Sunday recently were whirling up the crowded Boulevard, New York, at a speed far in excess of that allowed by the law. A policeman brought them to a stop, but he was a

nice, good natured "cop," and did not want to spoil their pleasure. and so he said: "Shure, gints, it's sorry I am to spile your fun, but it's dangerous, it is, to the childer to get up sich spade on a Sunday, whin the Boulevard's crowded. Any ither day I wouldn't moind, but of a Sabbath you have to go slow." The two men first looked surprised and then pleased, and one of them pulled out his cigar case and offered the policeman a cigar. He of the finest, as is the custom on the force, took off his helmet to stow it away against the time when he might smoke it. The two misinterpreted the action and lifted their hats in return salute, but when they realized the reason for the "cop's" removing his head-gear, hastily replacing their own they started away. The big policeman gazed after them musingly. "Shure, that's a funny stunt," he made comment. "I really believe those guys took me for a 'Willy' boy, and thought I lifted me lid to them."

The American Language.



Willie—Were you ever intoxicated, pop?

His Father—You've got your face with you to make that sort of a crack at your father! I have occasionally been a bit woozy at a banquet, but I never got full or went dead to the world.

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

THE TWENTIETH CENTURY LIGHTER AND CUTTER.

†
**Automatic,
Simple,
Reliable.**
†



They
are
made
to Stand
Hard
Usage.

PATENTED.

**ELEGANT IN DESIGN
AND FINISH.**

Up-to-date retailers have them.
You can get one from your Job-
ber. Insist upon getting the
**TWENTIETH CENTURY
LIGHTER.**

... WE GUARANTEE THEM. ...

†
Write us for further information.

**The Abbott
Electric & Mfg. Co.,
74 FRANKFORT ST.,
Cleveland, Ohio, U. S. A.**

Short Smokes.

THE final chapter in the Jacobs' stamp counterfeiting conspiracy occurred last month, when Wm. M. Jacobs and Wm. M. Kendig were sentenced to 12 years' imprisonment and to pay a fine of \$5,000.00 and costs. Fairbanks, O'Dea, Burns and Downey received much lighter sentences.

Lucy Pulley, a colored woman, died at Kokomo, Ind., last month at the age of 115 years, and had smoked tobacco in a pipe for something over 100 years.

Mrs. Augustus Kraft, the well-known society woman of New Orleans, La., has started in to fight the tobacco trust single handed. May she be successful.

It is said that the Cuban tobacco crop this year will be just about one-half what it usually is, but it is not thought that this will cause the prices to be advanced.

Reports from all parts of the country show a steady increase in the cigar industry, yet the 3d Dist. of New York, which is the leader in the production of fine cigars, has fallen behind. About 14,000,000 less cigars were manufactured in this district in May than in the corresponding period last year. It will continue to decrease so long as the cigarmakers keep up their arbitrary tactics.

The annual report of Henry Clay and Bock & Co., Havana, Cuba, which has just been issued, shows a profit of \$236,630.00 for the year 1899, as compared with a loss of \$5,135.00 for the previous year.

Two courts-martial within the past two months, for West Point Cadets, whose pipes are their comforter, is the new record. Col. Albert L. Mills, Supt. of the Academy, favors allowing the cadets to smoke during release from quarters, and the rules should be so modified by the Secretary of War.

When a Civil War veteran, now residing in Fillmore, N. Y., was fourteen years old he began to chew tobacco, and bought a little wooden box to keep it in, which he has now carried for fifty-two years. During this time he figures that he has chewed 1,-



The latest version of that little George Washington episode leaves out the "Hatchet" and substitutes a cigar; don't blame the boy, for having been caught smoking one of

AUSTIN NICHOLS & CO.
"SWEET VIOLET" 5c

IT'S UP TO YOU.

This popular brand of cigars is now less than three years old, and the sales for 1899 were as follows:

January.....	403,500
February.....	350,375
March.....	654,850
April.....	832,850
May.....	941,190
June.....	1,050,325
July.....	1,132,500
August.....	1,023,320
September.....	1,250,400
October.....	1,300,375
November.....	1,356,485
December.....	1,447,350

Total..... 12,147,490

An average of over one million a month, and that means something.

SWEET VIOLET Cigars are **GOOD** cigars, the kind that makes a man risk burning his lips to get the last whiff. If you are not one of the up-to-date merchants who contribute to this enormous sale and you do not know how good they are, write for sample box, booklets, etc.

Respectfully,

AUSTIN, NICHOLS & CO.,
NEW YORK.

Per J. EDWARD COWLES, Mgr. Cigar Dept.

ESTABLISHED 1867.

Unanimously Proclaimed Superior.

JUSTLY
POPULAR
HAVANA
CIGARS.



E. REGENSBURG & SONS, NEW YORK.

JUSTLY
POPULAR
HAVANA
CIGARS.

ENJOY A NATIONAL REPUTATION.

E. REGENSBURG & SONS,

118 and 120 HUDSON STREET,

NEW YORK.

Please mention THE CIGAR STORE MAGAZINE to advertisers.

BE WISE

INCREASE YOUR SALES

BY SELLING

Generalidad Cigars

All sizes, from \$55.00
to \$85.00 per 1,000.

Send for samples and let us get in touch
with you.

T. J. DONIGAN,

43 Centre Street, New York.

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ON ALL SUBJECTS

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National Press Intelligence Co.

32 PARK PLACE,

P. O. Box 2747.

New York.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly, and supplies at reduced prices. Send postal for illustrated list of all standard machines.

We also exchange and buy for cash, Desks, Cabinets, and supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

241 Broadway, New York City.

Telephone, 5389 Cortlandt.

760 pounds, at a cost of \$1,659.84. This sum invested at 6 per cent. would have produced nearly \$3,000.00. But he's had his fun.

A joke was recently played on a Fall River (Mass.) police officer who had laid a fresh cigar down for a moment. Upon lighting it and not exactly liking the taste, he threw it on the floor. The butt took unto itself feet, trembled a moment, then out of the bunch of dilapidated weed scudged a large cockroach.

Charles Frohman, the well-known theatrical manager, and Paul Potter, the playwright, were unintentionally imprisoned in the Bastille Column recently, which they ascended to obtain a better view of Paris. They tarried too long and were locked in at sundown. Two policemen noticed a mysterious light at the top of the column, which was a match struck to light a soothing cigar, and upon investigation they found Messrs. Frohman and Potter, who were then released.

Something new in the cigar line is the Adams' cigar-shaped train, which broke the railroad record between Baltimore and Washington last month, making the run of 40 miles in 37 minutes.

It is said that there was a time, during the siege of Ladysmith, when tobacco sold at something over \$30.00 a pound, and matches brought 25c. each. That must have been a good time for smokers to swear off.

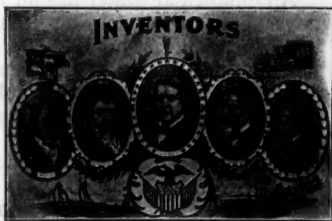
A box of Spanish cigars received recently from Fred. L. Dunkerton, who is at present in the Philippine Islands, were placed on exhibition in Creamer's Cigar Store, Worcester, Mass. They were said to be of a choice brand, and were inclosed in silver paper.

Germans consume large quantities of tobacco, and it is calculated that the annual consumption is equal to 125 cigars per head of the population, with an additional consumption of 21 cigarettes, 1½ lbs. of smoking tobacco, 1-5 lb. of chewing, and a like quantity of snuff. The entire annual consumption of all kinds of tobacco used by them is said to amount to \$80,000,000.

President McKinley is said to be suffering with tobacco heart, but it is

E. M. SCHWARZ & CO.,

New York.

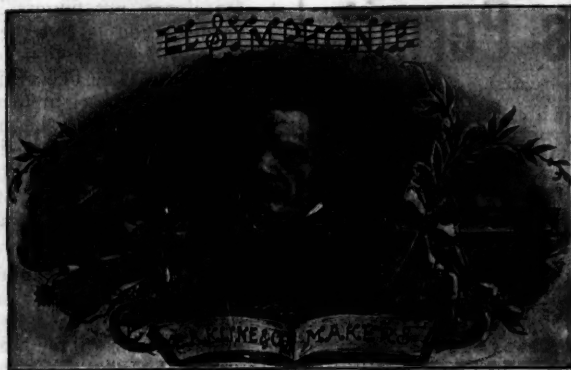


MAKERS OF

AMERICA'S GREATEST CIGARS.

EL SYMPHONIE
CIGAR FACTORY.

†
**High
Grade
Clear
Havana
Cigars.**
†



†
**High
Grade
Clear
Havana
Cigars.**
†

E. A. KLINE & CO.,
244 East 75th Street, NEW YORK.

"The Casino Girl"

WANTS TO KNOW YOU!

SHE WILL

Please your customers and increase your sales, because she is a well put together piece of goods of imported stock, and **Guaranteed** to maintain her reputation for high quality.

**Every Man is in Love with Her.
Shall We Introduce You?**

DISTRIBUTORS WANTED IN UNOCCUPIED TERRITORY

For this High-Grade 5c. Cigar.

We want **YOU** to send for samples and **Special Terms. Don't delay—write to-day.**

MAX JACOBY & CO.,

MAKERS OF FINE CIGARS,

● 13th Street and 1st Avenue,

Factory No. 774,
24 Dist., N. Y.

NEW YORK.

Married Man's Permit.

More fun than a cartload of cats. Get one and get your best girl or somebody else's best girl to sign it. Causes lots of fun and saves trouble, too. By mail, 5c.; one dozen permits, 20c.

No free copies.

Stamps accepted.

Special price in larger lots with your ad. on.

**ANDY SMART'S
PRINT SHOP,**

**BOSTON,
MASS.**

believed that the Boer peace envoys doubtless are of the opinion that he is afflicted with the marble heart.

J. M. Barrie has sent a large quantity of tobacco to the Highland brigade, now near Pretoria, South Africa. This comes very appropriately from the author of "My Lady Nicotine."

An Ohio cigar dealer has hit upon a novel plan by which he thinks he evades the law prohibiting the operation of the penny slot machines. He has four in his store running full blast and has been enjoying a rushing business since he turned their backs to the wall. He doesn't advertise prizes on the machine, but everyone who puts a penny in the slot is entitled to a piece of gum. To the initiated, however, two pair means a cigar, three of a kind two cigars, etc. But you don't get these prizes unless you ask for them, and to strengthen his case, he has, on several occasions, and in the presence of witnesses, refused to give the cigars for pairs, etc. It is said that he proposes to make a fight if he is ordered to take out the machines, and it remains to be seen what the authorities will do in the matter.

Attached to the cigar cutter on the counter of a South Pearl St. cigar store, Albany, N. Y., is a notice which reads, "This machine is for cigars, not fingers." One would hardly credit it, but the cutter seems to have an attraction for many customers. "They like to hear the 'click' of it," says the cigar merchant. "Unless I warn people in time, they keep digging their fingers into the slot. Three times in the past week I have had to plaster up the tips of meddlesome customers' fingers which were nipped by the cutter."

A smooth stranger did a land office business in Lima, O., recently. He related a hard luck story about being a sailor on one of the war vessels and was on his way to Chicago, his home, but had been drunk and was robbed of all except \$5.50. The fare to Chicago being several dollars more, he offered a valuable meerschaum pipe for enough to see him through. He had

ACKER, MERRALL & CONDIT'S



CLEAR HAVANA CIGARS,

CHAMBERS ST., WEST BROADWAY AND WARREN ST.,
57th STREET AND 6th AVENUE, NEW YORK. 135-139 WEST 42d STREET.

GAS AND ELECTRIC ILLUMINATING SIGNS

Signs
for
Adver-
tising
Cigars
Effectively.
Write
for
Prices.

ELECTRIC



THOS. HUGHES,
21 Clinton Place,
51 East 9th St.,
NEW YORK.



SIGNS OF
EVERY
DESCRIPTION
"UP TO THE MINUTE."



SIGNS

Gas
and
Electric
Fix-
tures,
Plain
and
Orna-
mental
Work.

THOMAS H. HUGHES, MANUFACTURER OF
SIGNS OF EVERY DESCRIPTION,
21 CLINTON PLACE, } Near Broadway,
51 E. EIGHTH STREET, NEW YORK.

DROP US A LINE AND WE'LL SHOW YOU "HOW TO INCREASE YOUR BUSINESS."

Please mention THE CIGAR STORE MAGAZINE to advertisers.

TO
**SUBSCRIBERS
ONLY!**

A Lick and They'll Stick,
But You'll Not Get Stuck.

**2000
GUMMED
LABELS**

SEND CASH
WITH ORDER.

\$1.⁰⁰

**Advertise Your Store.
Increase your Business.**

A. WISEMAN,
DEALER IN
FINE CIGARS,
711 Easy Street,
Hustletown, N. Y.

EXACT SIZE, 1 1/2 X 1 1/2 INCHES.

Anything
you want on
them; but
the less you
have, the bet-
ter they will
show up.

This label
contains all
that's neces-

sary. Neatly printed on *best* gummed paper
in assorted colors, and mailed promptly (in
about 10 days) in a specially made box that
will keep them in perfect shape. Don't wait
until you're all out, order *now*.

YOU WANT MORE?

ALL RIGHT! Send us

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

**The Cigar Store Times
Magazine Co., Building,
New York.**

2c. STAMPS ACCEPTED.

several bushels of pipes, judging from the number that turned up the day following. The pipes are cheap clay affairs, worth about a dollar a dozen.


A wholesale cigar house recently made a curious mistake in filling an order for C. M. Church, of Watertown, S. Dak. The shipment was, by mistake, consigned to the M. E. Church at that place.

An attempt at robbery last month which failed was apparently prompted by a joke which a Pennsylvania man played on a cigar dealer in one of the big hotels. The Pennsylvania man showed the cigar dealer a bill on which was printed in large figures 1,000 and he told him that it was a bank note of that denomination. The man, who failed later in his attempt at robbery, happened to be standing near enough to see the bill, and it evidently fooled him as easily as it did the cigar dealer. If he had succeeded in getting it, however, he would have been sadly disappointed. It was a five-dollar note of the Bank of the Republic whose number happens to be 1,000. This number on these notes is printed on the back, and as thousand-dollar notes are not familiar to the average man, it is not difficult to convince a person who does not examine it closely that the five-dollar note is really a one thousand-dollar note. The note could never be passed, of course, for \$1,000, and there is no danger of anyone attempting it.

Those who are addicted to the use of Egyptian cigarettes may be surprised to learn that no tobacco is raised in Egypt, the law prohibiting it having been in effect since 1890. There is nothing about "Egyptian cigarettes" except that they are made in Egypt. The tobacco comes from Turkey, the paper from Austria, Germany or Italy, and most of the labor employed is Greek, except for the common brands, which are consumed in Egypt, and are made by the natives. The greater part of the trade is centered in Cairo, where at least 5,000 persons are dependent upon this industry for their daily bread.

A leaf of Connecticut broad leaf

Please mention THE CIGAR STORE MAGAZINE to advertisers.



SAY, THE
Sealette
CIGAR
IS A
CORKER
ONLY
5¢

Made by -
KUHLES & STOCK - St. Paul

SPEND YOUR VACATION
IN THE

ADIRONDACK MOUNTAINS

2,000
FEET
ABOVE
THE
SEA.....



PURE AIR—DELIGHTFULLY COOL AND
BRACING—NO HUMIDITY.

RAINBOW LAKE INN

ON RAINBOW LAKE

IS a popular summer resort, situated
in the heart of the Adirondacks,
between Loon Lake and Paul
Smith's, on the New York Central and
Hudson River Railroad, and is conveniently
reached in a few hours on through express
trains by those seeking

RECREATION, REST
AND HEALTH.....

BOATING

BATHING

DRIVING

LAWN TENNIS

GOLF LINKS

TROUT FISHING

TRAP SHOOTING

DEER HUNTING

BEAUTIFUL SCENERY

EXCELLENT CUISINE

The
King of the
Adirondack
Fishing
Grounds.

At no other con-
venient place in
the mountains is
the sportsman so
sure of a liberal
reward for his
skill with rod or
gun.

A STEAM LAUNCH MAKES DAILY TRIPS
THROUGH THE LAKES.

Special rates and handsomely illustrated cir-
cular, containing full particulars, mailed free
upon request.

JAMES M. WARDNER & SON,
Franklin County. RAINBOW, N. Y.

tobacco, which is stated to be the
"largest grown on the west side of the
river," and is in any case of extraor-
dinary dimensions, was grown in a
crop purchased by Sutter Brothers,
the well-known dealers in tobacco, of
Chicago and New York. It measures
thirty-eight inches from stem to tip,
and is eighteen inches at its widest
part. Its veins are comparatively
small for so large a leaf. The texture,
too, is finer than most growers would
expect in so large a growth. The cure
is fine and the color is very fair. The
leaf was grown in Windsor. It was
brought to the office by one of the
firm's foremen, O. W. Burnham, in
charge of one of the tobacco ware-
houses in East Hartford, Conn.

Wm. Mast, a prominent resident of
Saucon township, Lehigh county,
Pennsylvania, has several hundred
cigars, the tobacco of which he raised
and made the cigars in 1860, almost
forty years ago.

A wealthy Kentucky grocer recently
cremated all the cigars and tobacco in
his stock, and a few days later de-
stroyed all his pork and lard, having
been convinced that the use of these
articles was contrary to Scripture.
He is still clinging to a keg of rare
old "hand-made" in his cellar, how-
ever, and finds Scriptural authority for
it in Paul's advice to Timothy to be-
ware of water and to take something for
"the stomach's sake."

Some one played a joke on the offi-
cers of the I. O. O. F. at Enterprise,
Col., by giving them a box of wooden
cigars to smoke. It seems that after
the installation the cigars were passed
around, and the members found them-
selves pulling at a wooden "punk"
with a lighted match at the other end.
The practical joker has not been
caught yet.

Snuff takers are not numerous, and
it is not a common occurrence to see
men pull out the once familiar re-
ceptacle and take a pinch, and yet the
fact is that the consumption of snuff
in the United States is increasing, and
tobacco companies are paying more
attention to this branch of their trade
than for some years. The demand

BENEDICT
BENEDICT

Build Up Your Trade

WITH THE

Benedict Little Cigar.

It pulls trade from all directions. It gathers in cigarette trade and five cent trade and one cent trade.

The Benedict is a rich, Havana filled, $3\frac{3}{4}$ inch, slender "short smoke" which costs the dealer \$7.50 a thousand and sells at \$1.00 a hundred, or 10 cents for 10.

The Benedict appeals to many classes of smokers and is vastly superior to any other one cent cigar.

Don't you want to share the fruits of our magazine advertising? We have created a demand which you will certainly find it profitable to fill.

Write to-day for more information.

BENEDICT & COMPANY,
DAYTON, OHIO.

TRADE WANTS.

Wants, For Sale, Exchange Advt., Special Notices, etc., will be inserted under this head for one cent a word for 25 words or more, cash with order; stamps accepted. Answers may be sent care of this office and will be forwarded when desired.

L. ROTHSCHILD & CO.,
General Business Brokers,
320 BROADWAY,
Room 921, New York.

CIGAR STORES AND STANDS in all parts of the city sold privately and in strictest confidence. If you wish to buy or sell a store, send postal and our representative will call.

CIGAR STAND For Sale, prominent office building; good paying place; price, \$2,500. Worth investigating. ROTHSCHILD & Co., 320 Broadway.

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CIGAR STORE For Sale, downtown, busy thoroughfare. Price, \$1,200. Also other cigar stores and stands. ROTHSCHILD & Co., 320 Broadway.

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CHOICE DESK ROOM or OFFICE to let in prominent building; telephone and every convenience. Price low. Address "OPPORTUNITY," this office.

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FINE HAVANA CIGARS, \$27 per 1,000

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comes mainly from the South and Southwest. In the last-named locality "dipping" is the favorite form of using it, and is, besides, perhaps the most objectionable form in which tobacco can be taken.

"I have some old maidish ideas on the drinking and smoking propositions," said James D. Sipp, of Chicago, a short time since. "I am on the road a great deal and drink and smoke a great deal, but for every package of cigarettes I smoke I put away that much money for my daughters. I have a purse in which I place this money, and every six months I send it to them. They now have between \$300 and \$400 in bank. I have followed this course for the past ten years, and it is as good as life insurance for them. I have another purse in which I place the exact amount I pay for drinks. That money goes to my wife. She also has a nice little bank account. And now the funny part of this is that neither my daughters nor my wife know why I send them this money every six months. It is a Chinese puzzle to them."

RETAILERS' REVIEW.

W. M. HOLMES has opened up an attractive and well stocked cigar store in the Winne Building, Kingston, N. Y.

The Ideal Cigar Store at 141 Washington St., Binghamton, N. Y., was recently purchased by Walter Lawrence and Geo. A. Blake. The store has been redecorated and painted, which gives it a more attractive appearance.

John R. Hanley has remodeled and entirely renovated his cigar store, corner Rock and Independence Sts., Shamokin, Pa., which is now the handsomest cigar store in town.

Geo. M. Conway has opened a new and handsome cigar store at 507 4th St., Sioux City, Iowa. A full line of cigars and tobaccos is carried, and Mr. Conway intends to make a special push on smokers' articles, of which he has a fine assortment.

An unique attempt was recently made to burglarize Mailhauser's Cigar Store, Orange St., New Haven, Conn.,

FOR A GOOD, SOLID SMOKE

the **Lucke** *Rolled* *10*
Cigar *FOR* *25*
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HAS THE FLAVOR OF A PERFECTO.

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SMALL, BUT OH! SO GOOD.

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SOLD BY ALL UP-TO-DATE DEALERS.

J. H. LUCKE & CO., Makers,

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IMPORTANT NOTICE.

We desire all retailers throughout the country to never lose sight of the fact that

The Cigar Store Magazine...

is issued solely in their interest, and that we shall always be glad to publish letters, communications, etc. from Retailers, Consumers, Jobbers, Manufacturers, or others, on matters of interest or value to

THE MAN BEHIND THE COUNTER.

Let us hear from you with any suggestions, criticisms, complaints, ideas for signs, etc., good stories, humorous or otherwise, which are always acceptable.

All are invited to discuss and talk matters over through our columns, and we ask you to make yourself thoroughly at home in

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Let us hear from you.



The Cigar Store Magazine Co.

Times Building. NEW YORK.

Telephone, 3707 Cortlandt.

by burning out the lock with a gasoline blast lamp. The thieves were frightened away by a policeman.

Oshkosh, Wis., has an up-to-date cigar store which is owned by Maynard & Newton. A fine line of high-grade cigars and tobacco is carried in stock.

S. B. Kempner recently purchased Ripper's Cigar Store, 600 Main St., Buffalo, N. Y., which he will conduct at same address under the name of Chippewa Cigar Store. Mr. Kempner has been the manager of this store ever since it was opened.

About \$50 worth of cigars were stolen recently from the cigar store of John J. Velia, Nostrand Ave and Winthrop St., Brooklyn, N. Y.

S. F. Westlake removed from Elizabeth to Roselle, N. J., where he has opened a new cigar store.

Albert C. Alter has opened a new and handsome cigar store corner Calhoun and Main Sts., Ft. Wayne, Ind., which is said to be the finest in the city.

A new cigar emporium has been opened at 417 Broadway, Council Bluffs, Ia., by Peter Jensen, the well-known tobacconist, and is the best between the two oceans.

John C. Wolfram is now in full possession of the cigar store purchased lately from James E. Verner, Ingram, Pa.

Cuban Curios.

"These are genuine Havana cigars," said the connoisseur.

"Oh," said the man who always likes to be in the importance, "and here are some genuine Havana postage stamps."

"What's interesting about them?"

"Nothing, except the fact that they are genuine."—Washington Star.

She—I was under the impression that I did a good thing when I married you.

He—Quite right; you absolutely did me!—Ally Sloper.

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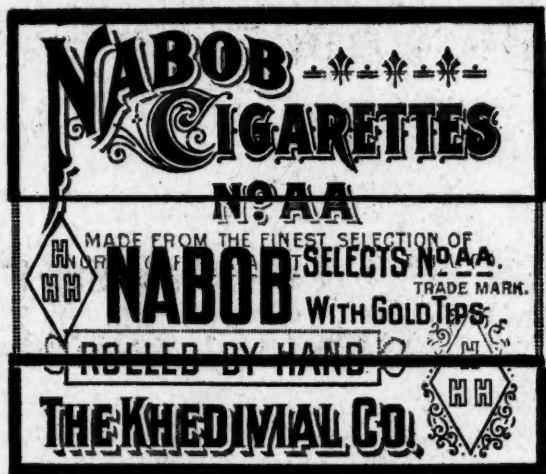
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